

SANDY CITY  
APPROVED CLASS SPECIFICATIONS

I.	<u>Position Title:</u> Marketing and Communications Coordinator	<u>Revision Date:</u>	06/13
		<u>EEO Category:</u>	Professional
		<u>Status:</u>	Exempt (Admin.)
		<u>Control No:</u>	30110

II. Summary Statement of Overall Purpose/Goal of Position:

Under the direction of the Assistant to the CAO for Communications performs various tasks and completes projects relating to communications, public relations, marketing and brand awareness. Assists Administration in promoting the city, city brand, city operations and city services to appropriate publics.

III. Essential Duties:

- Work with City departments to assure consistency and uniformity in messages to the public and media outlets.
- Under the direction of the Assistant to the CAO for Communications, prepare content for the community newsletter, and assist with the management, layout, editing, and publication of the newsletter.
- Design, develop, and layout publications and documents for the City, such as flyers, brochures, fact sheets, and white papers, as necessary.
- Write copy and messaging for printed publications, website, social media channels and video productions.
- Under the direction of the Assistant to the CAO for Communications, maintain the City Internet website, including content development and management, layout, editing, and publication. Ensure accuracy of content and consistency of voice and messaging throughout the site.
- Assist in preparing news releases and coordinating press conferences and media events.
- Provide marketing/promotional support on special city events in cooperation with designated staff.
- Research and communicate events and information through social media outlets, such as Facebook and Twitter, to promote Sandy and tourism within the city.
- Collect pertinent information through research, audits, surveys, etc.
- Prepare presentations to educate and inform key audiences on City issues.
- Develop and produce videos promoting the City for broadcast on the website, YouTube channel, government access channel, and other uses as appropriate.
- Under the direction of the Assistant to the CAO for Communications, work to develop positive media exposure among local and national media outlets.
- Develop content for the City's government access channel.
- Under the direction of the Assistant to the CAO for Communications, write letters and position statements as needed by the Mayor and Administration.
- Assist with Public Information Officer (PIO) duties as assigned.
- Assist with communications in a disaster and perform assigned duties within the Joint Information Center.

IV. Miscellaneous Duties:

- Provide support for the Sister Cities initiative.
- Perform other duties as assigned.

V. Qualifications:

**Education:** Bachelor's degree in communications, public relations, marketing, graphic design, or a related field preferred. Strong writing, graphic design, and social media skills preferred.

**Experience:** Four years related work experience with progressively increasing responsibilities; may substitute an equivalent combination of education and experience.

**Certifications/Licenses:** Valid Utah Driver's License is required.

**Probationary Period:** A one-year probationary period is a pre-requisite to this position.

**Knowledge of:** Public relations and media relations, computer software including word processing and desktop publishing, graphic design, social media channels, and video editing. Preference given to candidates with a working knowledge of Adobe Creative Suite.

**Responsibility for:** Working with departments on public relations efforts and programs; choosing the proper type of communication medium to present information to the Mayor's Cabinet, the City Council, citizens, media outlets, and other affected publics.

**Communication Skills:** Ability to professionally obtain and communicate information to the public. Must use tact and judgment to avoid friction; communicate effectively verbally and in writing; establish and maintain effective working relationships with employees, executives, and the public.

**Tool, Machine, Equipment Operation:** Requires regular use of a personal computer, printer, copier, and telephone system.

**Analytical Ability:** Prioritize tasks; work well under pressure and impending deadlines; establish effective working relationships with employees, Department Heads, the media and the public; relate well with a variety of persons under varying circumstances; ability to analyze a situation and make sound recommendations and presentations.

VI. Working Conditions:

*Physical Demands:* While performing duties of job, employee typically handles office equipment, objects, or controls and frequently communicates with others. Moderate physical exertion is present due to moderate stooping and kneeling required. Employee will sit or stand for long periods of time and may move up to 20 pounds.

*Work Environment:* Employee will work in a generally comfortable office setting. The noise level in the work environment is usually minimal. Great mental effort is required daily; moderate mental pressure and fatigue exist during a normal workday due to constant exposure to deadlines; frequent contact with high-profile individuals.

The above statements are intended to describe the general nature and level of work being performed by person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. The approved class specifications are not intended to and do not infer or create any employment, compensation or contract rights to any person or persons. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

Dept/Division Approval: \_\_\_\_\_ DATE: \_\_\_\_\_

Human Resource Approval: \_\_\_\_\_ DATE: \_\_\_\_\_